

ABSTRACT OF THE DISCLOSURE

Advertising materials are provided for cooperative promotions. The materials comprise of a set of print or electronic coupons printed on removable tabs and a promotional piece or flare. Each coupon entitles its purchaser to a substantial discount on 5 a product. Selected coupons entitle its purchaser to a prize. Multiple break-open windows are formed on the coupons and are movable between closed and open positions respectively concealing and revealing outcome-determining indicia. The indicia comprise symbol combinations and identify respective coupons as either losers or winners entitled to pre-determined awards. A cooperative promotional method utilizing the advertising 10 materials is also disclosed.